

FIELD-DIRECTED ACTIVITIES



U.S. PUBLIC DIPLOMACY IN THE NEAR EAST REGION

The U.S. Embassy in Doha in coordination with Katara Art Studios organized an Art Workshop presented by American Artist Abbie Read. Ms. Read visited Doha to install her artwork in the Embassy. [State Department Photo]

U.S. PUBLIC DIPLOMACY IN THE NEAR EAST ASIA REGION

Public diplomacy outreach and engagement programs play a critical role in supporting U.S. diplomatic efforts in the Near East region, where some of our most significant national security challenges are located. Public diplomacy articulates, defends and advocates for American interests and values in the Near East region, reaching out to engage people beyond traditional government-to-government relations. The Bureau of Near Eastern Affairs (NEA) Public Affairs Sections seek to communicate directly, through traditional and social media, through face-to-face meetings and exchanges to reach decision-making elites and broader society. The challenge is great. Polls show that the image of the United States is very low in nearly every NEA country and there are deep differences in some fundamental values. The PEW Global Indicators Database shows the favorable views of the United States in the region in 2015 ranged from 14 percent (Jordan) to 39 percent (Lebanon) with Israel at 81 percent. Their data from 2014 shows a similar spread in favorable opinion from 10 percent (Egypt) to 41 percent (Lebanon), with Israel again much higher at 84 percent. Yet the people of the region also demonstrate a great interest in the United States, its foreign policy and its achievements, and look to the United States (somewhat warily) for leadership in the region and help addressing internal issues.

The region's population is growing rapidly, with young people between the ages of 15–29 making up more than 30 percent of the population. Because their numbers vastly outpace job opportunities, young people are especially eager participants in exchange opportunities and study in the United States and are regularly attracted to programs that foster educational opportunity, economic growth, English language learning and entrepreneurial skills. The most recent Open Doors report counts more than 100,000 students from the Near East/North Africa region in the United States, an 11.5 percent increase over the previous year. Likewise, Open Doors indicates a 5 percent increase in the number of Americans studying in Middle Eastern countries.

U.S. mission press officers work vigorously with press across the region—in Arabic, Hebrew, French and English—to advocate for U.S. policy goals, directly and through messaging that underscores shared values of regional peace, stability and economic growth. Through media, targeted education and cultural diplomacy programs, public diplomacy officers reach out to people who may be vulnerable to radicalization, providing an alternative message of hope and opportunity. Although public diplomacy efforts in NEA contend with host government suspicion, high-threat security environments and weak partner institutions, U.S. mission public affairs staffs regularly seek out new opportunities to engage audiences in support of

U.S. foreign policy goals. There are 46 American Spaces in the region.

U.S. FOREIGN POLICY GOALS

The current period of instability in the Near East region is perhaps the most disruptive in nearly 100 years. Long festering issues of political legitimacy, the lack of effective, democratic institutions, economic stagnation and sectarian differences have erupted into violent insurgency, conflict and instability.

The Bureau of Near Eastern Affairs is deeply engaged in a search for an end to Syria's five-year civil war, in which more than 250,000 have died and 11 million people have been displaced, many flooding into neighboring countries and to Europe. In partnership with a global coalition of more than 62 member countries, Iraq is fighting back against the Islamic State of Iraq and the Levant (ISIL, or Daesh). Yemen faces instability and a humanitarian crisis as a Saudi-led military action attempts to protect the country's unity, sovereignty and territorial integrity from an Iran-backed rebel group. In Libya, dozens of militias continue to fight for power and territory while the U.N. Special Representative, the United States and allied governments lead efforts to establish a national unity government.

On the other hand, there are also success stories in the region, including Tunisia's democratic transition, Morocco's relatively stable path to reform, and Jordan's ability to build economic progress and political openness while maintaining a front-line role against Daesh as a refuge for displaced Syrians. Israel remains America's most important regional ally and sets an example of how pluralistic democracy can function under the most difficult circumstances.

U.S. objectives in the region are to:

- Counter threats to the United States and regional security from violent extremists, especially Daesh and Al Qaeda.
- Implement a comprehensive strategy to degrade and defeat Daesh so that it can no longer threaten the region, the United States and our allies and partners around the world.
- Hold Iran accountable to its international obligations following the negotiated Joint Comprehensive Plan of Action to limit Iran's nuclear program.
- Promote commercial engagement and trade and support private sector-led economic growth and job creation to address the region's persistent high unemployment, providing youth in the region a more positive vision of the future.

- Support democratic reforms across the Middle East and North Africa, including fostering the rule of law, the development of political parties and institutions, a more professional military and security services and the creation of an open and free media.
- Strengthen civil society, nurture nascent civil society groups and encourage governments to allow them the space to operate freely.
- Advance Middle East peace while ensuring the long-term security of Israel and achieving a Palestinian state that is stable, peaceful and democratic.

U.S. PUBLIC DIPLOMACY GOALS

Public diplomacy and strategic communications are at the core of U.S. foreign policy efforts to support stability, democracy and security in the region. Public diplomacy and public affairs programming aims to:

- Ensure clear, articulate messaging on the U.S. foreign policy objectives specified above, especially during times of crisis and transition, and counter extremist messaging.

- Build on areas of shared values to strengthen people-to-people ties between the region and the United States.
- Promote and support U.S. interests and mission political and economic agendas in partnership with embassy counterparts.

U.S. PUBLIC DIPLOMACY SPENDING

The largest public diplomacy programs in fiscal year 2015 were Iraq (\$12.176 million), Morocco (\$8.19 million), Israel (\$4.318 million), Kuwait (\$3.81 million), Egypt (\$3.48 million), Palestinian Territories (\$3.23 million), and Tunisia (\$2.68 million). Activities in Iraq were funded by Congress through a separate appropriation. As this designated funding is phased out, public diplomacy funds from the Diplomatic and Consular Programs (D&CP) budget and Educational and Cultural Exchange (ECE) budget will become necessary to support activities in Iraq.



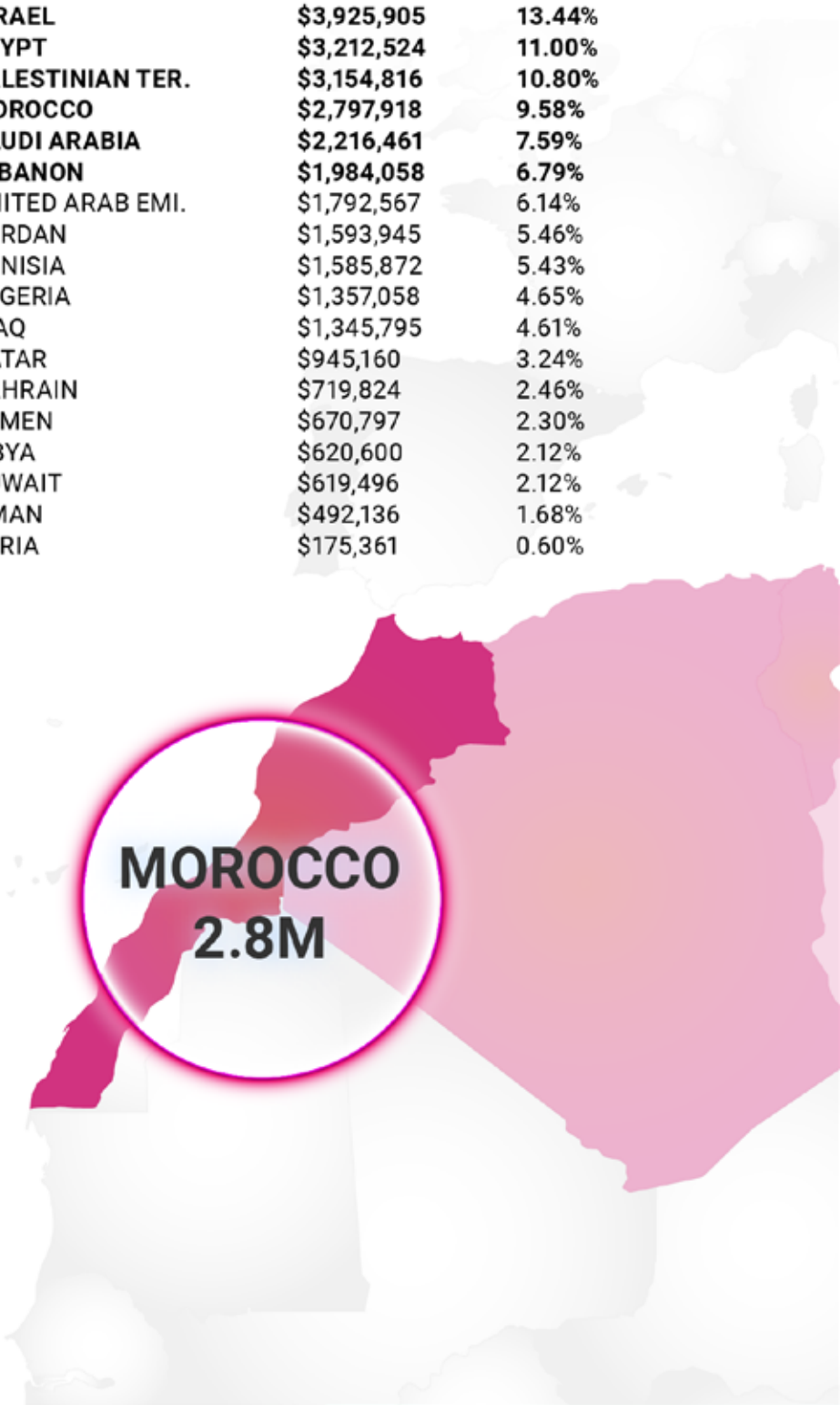
U.S. Secretary of State John Kerry addresses a group of U.S. college newspaper editors attending an American Jewish Committee seminar in Jerusalem as he traveled between Israel and the West Bank on January 3, 2014, to engage in Middle East peace talks. [State Department photo]

NEAR EAST ASIA: BASE PUBLIC DIPLOMACY SPENDING

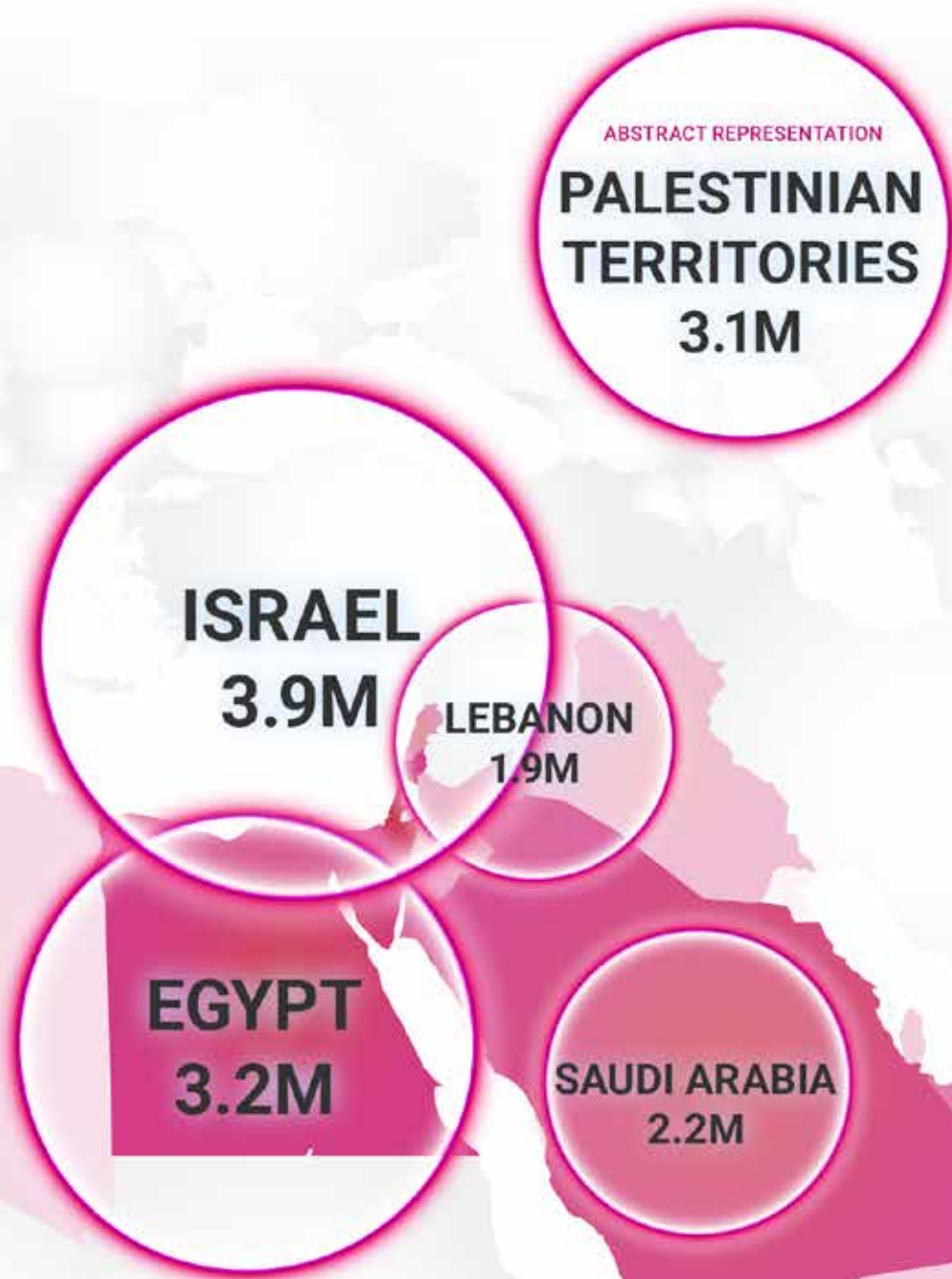
Diplomatic & Consular Programs Budget, .7 Funding

Highest Funding	POSITION	COUNTRY	“.7” SPEND	% of Region
	1	ISRAEL	\$3,925,905	13.44%
	2	EGYPT	\$3,212,524	11.00%
	3	PALESTINIAN TER.	\$3,154,816	10.80%
	4	MOROCCO	\$2,797,918	9.58%
	5	SAUDI ARABIA	\$2,216,461	7.59%
	6	LEBANON	\$1,984,058	6.79%
	7	UNITED ARAB EMI.	\$1,792,567	6.14%
	8	JORDAN	\$1,593,945	5.46%
	9	TUNISIA	\$1,585,872	5.43%
	10	ALGERIA	\$1,357,058	4.65%
	11	IRAQ	\$1,345,795	4.61%
	12	QATAR	\$945,160	3.24%
	13	BAHRAIN	\$719,824	2.46%
	14	YEMEN	\$670,797	2.30%
	15	LIBYA	\$620,600	2.12%
	16	KUWAIT	\$619,496	2.12%
	17	OMAN	\$492,136	1.68%
	18	SYRIA	\$175,361	0.60%

Low Funding



2015 BASE BUDGET



NEAR EAST ASIA: TOTAL PUBLIC DIPLOMACY SPENDING

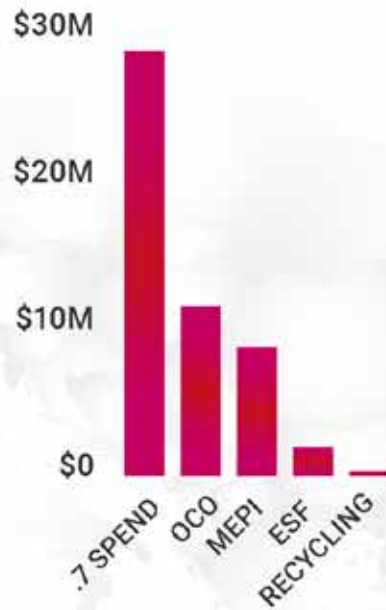
Diplomatic & Consular Programs Budget + All Reported Supplemental Funding Routed Through Public Affairs Sections

Highest Funding	POSITION	BASE	COUNTRY	TOTAL SPEND	% of Region
	1	11	IRAQ	\$12,175,580	23.19%
	2	4	MOROCCO	\$8,186,792	15.59%
	3	1	ISRAEL	\$4,318,272	8.23%
	4	16	KUWAIT	\$3,807,171	7.25%
	5	2	EGYPT	\$3,477,658	6.62%
	6	3	PALESTINIAN TER.	\$3,230,075	6.15%
	7	9	TUNISIA	\$2,682,165	5.11%
	8	6	LEBANON	\$2,614,585	4.98%
	9	8	JORDAN	\$2,510,094	4.78%
	10	5	SAUDI ARABIA	\$2,310,180	4.40%
	11	7	UNITED ARAB EMIR.	\$1,928,786	3.67%
	12	10	ALGERIA	\$1,453,890	2.77%
	13	12	QATAR	\$1,005,004	1.91%
	14	13	BAHRAIN	\$736,143	1.40%
	15	14	YEMEN	\$718,363	1.37%
	16	15	LIBYA	\$662,347	1.26%
	17	17	OMAN	\$503,596	0.96%
	18	18	SYRIA	\$178,361	0.34%

Low Funding

MOROCCO
TOTAL: 8.2M
BASE: 2.8M

2015 TOTAL PD SPENDING



ABSTRACT
REPRESENTATION
**PALESTINIAN
TERRITORIES**
TOTAL: 3.2M
BASE: 3.1M

IRAQ
TOTAL: 12.2M
BASE: 2.8M

ISRAEL
TOTAL: 4.3M
BASE: 3.9M

EGYPT
TOTAL: 3.5M
BASE: 3.2M

KUWAIT
TOTAL: 3.8M
BASE: .6M

**LARGE
DISPARITY**

NEAR EAST REGION PUBLIC DIPLOMACY SPENDING

	FY 2013		FY 2014		FY 2015	
	D&CP	All Sources*	D&CP	All Sources*	D&CP	All Sources*
Total Funding	\$26,503,772	\$108,958,435	\$27,434,665	\$38,889,141	\$29,210,293	\$51,359,817
Average Funding	\$1,472,432	\$6,053,246	\$1,524,148	\$2,298,720	\$1,622,794	\$2,916,614
Standard Deviation	\$1,057,746	\$3,983,810	\$1,137,614	\$2,778,046	\$1,078,839	\$2,991,281

REGIONAL COUNTRY SPENDING RANKED BY FY 15 TOTAL SPENDING

Country Name		FY 2013 Actual		FY14 Actual		FY15 Actual		
		D&CP	All Sources*	D&CP	All Sources*	D&CP	All Sources*	
1	IRAQ	\$1,447,381	\$8,723,336	\$1,428,887	\$12,178,606	\$1,345,795	\$12,175,580	↓
2	MOROCCO	\$1,995,103	\$13,464,709	\$2,159,958	\$2,358,837	\$2,797,918	\$8,186,792	↑
3	ISRAEL	\$4,162,260	\$10,730,684	\$4,242,046	\$4,474,507	\$3,925,905	\$4,318,272	↓
4	KUWAIT	\$655,090	\$1,973,835	\$690,599	\$790,326	\$619,496	\$3,807,171	↑
5	EGYPT	\$2,565,128	\$14,757,165	\$2,702,563	\$2,906,309	\$3,212,524	\$3,477,658	↑
6	PALESTINIAN TERRITORIES	\$3,446,156	\$3,683,855	\$3,757,841	\$4,037,115	\$3,154,816	\$3,230,075	↓
7	TUNISIA	\$930,806	\$5,938,855	\$898,345	\$952,028	\$1,585,872	\$2,682,165	↑
8	LEBANON	\$1,559,666	\$7,242,224	\$1,492,412	\$1,501,240	\$1,984,058	\$2,614,585	↑
9	JORDAN	\$1,342,501	\$9,306,789	\$2,068,571	\$3,506,201	\$1,593,945	\$2,510,094	↓
10	SAUDI ARABIA	\$1,992,987	\$5,297,780	\$2,053,954	\$2,143,931	\$2,216,461	\$2,310,180	↑
11	UNITED ARAB EMIRATES	\$1,630,585	\$2,560,212	\$1,471,583	\$1,593,068	\$1,792,567	\$1,928,786	↑
12	ALGERIA	\$612,426	\$4,468,864	\$689,956	\$789,224	\$1,357,058	\$1,453,890	↑
13	QATAR	\$855,095	\$1,661,159	\$948,776	\$1,025,813	\$945,160	\$1,005,004	↓
14	BAHRAIN	\$654,170	\$3,094,814	\$686,916	\$717,495	\$719,824	\$736,143	↑
15	YEMEN	\$1,389,403	\$6,744,538	\$1,140,940	\$1,365,845	\$670,797	\$718,363	↓
16	LIBYA	\$507,235	\$3,996,578	\$330,517	\$334,681	\$620,600	\$662,347	↑
17	OMAN	\$476,783	\$4,194,466	\$456,752	\$487,697	\$492,136	\$503,596	↑
18	SYRIA	\$280,998	\$1,118,573	\$214,051	\$214,051	\$175,361	\$178,361	↓

**Total funding from all reported sources. Due to lag in reporting of some funding types, FY14 and FY15 data may not reflect all additional funding sources. For example, ECE funding data reporting generally lags 2 fiscal years behind.*

PUBLIC DIPLOMACY PROGRAM SAMPLES:

Region-Wide - Countering Daesh and Extremism:

Communications and engagement are critical aspects of the broader fight against Daesh. NEA has implemented exchange programs with visiting leaders from anti-Daesh coalition countries, spokesperson trainings to sharpen anti-extremist messaging, and social media workshops in the region to coordinate anti-Daesh ISIL messaging and amplify a counter narrative of tolerance and coexistence online. Direct engagement takes many forms, from English language teaching to cultural and sports programs targeted at populations vulnerable to radicalization. A key element of this is the Sawab Center. In 2015, the U.S. and the United Arab Emirates launched a joint messaging center in Abu Dhabi, UAE, to counter Daesh's appeal to young people across the region. "Sawab," in Arabic, means "right path." Two Arabic-speaking public diplomacy officers have joined their Emirati counterparts in the first-ever joint online messaging effort – embedded with an Arab government partner that is explicitly calling upon young people of the region to reject Daesh and violent extremism.

Jordan - TechCamp: In April 2015, NEA, in collaboration with the International Information Programs (IIP) Bureau, hosted a training workshop in Amman with the government of Jordan, Jordanian civil society and other U.S. government agencies. The hands-on, two-day training brought together more than 75 senior Jordanian government leaders, entrepreneurs, media officials and civil society leaders from all sectors and parts of Jordan. The TechCamp focused on bridging the long-standing lack of trust and absence of cooperation between government and civil society, in this case to tackle the shared problem of countering extremist messaging and recruiting.

Tunisia - "Heroes Build" Campaign: The Heroes Build campaign is an innovative approach to fostering resilience and building civic pride among young people. This collaborative effort among the Public Affairs Section in Tunis, the Tunisian Ministry of Culture, and Tunisian civic activists and artists encourages young Tunisians to volunteer in their communities in order to improve their country and push back against extremism. It began with a nationwide graffiti campaign redefining a hero as a positive contributor to society rather than one who participates in destruction. The campaign was promoted via press, radio and television. Young people sent videos of their community-building projects to a dedicated YouTube site. One aspect of the campaign used graffiti art to pay tribute to a young Tunisian shepherd who was beheaded by Daesh.

Iraq - DOS/DOD Joint Messaging Initiative: Recognizing the need for additional U. S. government messengers in Iraq for press engagements and social media

content on the military efforts to counter-Daesh, the Department of State and the Department of Defense worked together to establish the position of Combined Joint Task Force–Operation Inherent Resolve Spokesperson. The Public Affairs Section in Iraq has supported a number of press engagements for the spokesperson and State and Defense have worked closely together to provide timely, accurate information to the people of Iraq and the region on counter-Daesh military operations. These regular press interactions garner prominence in local and other media outlets. This effort reminds the Iraqi people of U.S. sacrifices in the fight against Daesh and counters negative propaganda from Iran.

Iraq - Interacting with Youth in Difficult Environments:

NEA posts find new ways to engage audiences in environments where security challenges limit the ability of staff to travel within the country to meet with audiences. The Public Affairs Section in Iraq has turned to technology to video teleconference, Skype and chat online with youth on a variety of programs. As part of African American History Month programming in February 2016, an embassy officer participated in the Mission Speaker Program to share stories of famous African Americans with young Iraqis. Iraqi youth showed a great deal of interest in learning about the contributions of African Americans to American culture; some of the students wrote essays on African American leaders and read them to the group.

Kuwait - 25th Anniversary of the Liberation:

The Public Affairs Section in Kuwait organized five months of events commemorating the 25th anniversary of the liberation of Kuwait, a cornerstone of the strong bilateral security and economic partnership. Working closely with the Ministry of Education and deployed U.S. military units in Kuwait, PAS planned and executed a series of events in Kuwaiti public schools, including those in areas known to be hotbeds for extremist recruiting, to highlight the U.S. role in Kuwait's liberation—a fact missing in Kuwaiti textbooks. The theme for these events as selected by the schools was "25 Years of U.S.-Kuwait Friendship" and included: a nationwide video contest for Kuwaiti youth which produced over 140 entries; tours for Kuwaiti school kids, U.S. and Kuwaiti military veterans and the media aboard the amphibious transport dock USS Arlington; first-aid and fitness demonstrations by U.S. Air Force medical staff and female U.S. Marines; and joint musical performances, videos, plays and photo exhibits prepared by the students themselves.

Algeria - Teaching English to Imams: The lack of English language skills prevents many religious leaders in Algeria from participating in international religious

conferences and interfaith dialogues and limits their access to international religious scholarship. Thus, their access to voices of moderation and nonviolence is also limited. To broaden its opportunities to engage, the Ministry of Religious Affairs agreed to host an English Language Fellow (ELF) to provide English instruction to ministry officials from 2015–2016. The success of this program prompted the ministry to request not only an additional year for this program but to expand it to include youth ages 20–25 who are studying to be Imams (religious scholars) in the ministry’s Iman College—a three year bachelor’s program for students who want to be clerics and heads of mosques.

Libya - Cultural Preservation Workshops: In 2015, NEA/PPD awarded a grant to Oberlin College to organize a series of training workshops for Libyan archeologists with the goal of assisting the Libyan government to protect its cultural heritage during a time of political instability. The workshops, held in Tunis and Rome, focused on conducting a comprehensive inventory of objects on display in Libyan museums, site documentation and mapping methodology of world heritage sites in Libya, and preventing the illicit trafficking of antiquities in collaboration with law enforcement. Two additional workshops are being planned in 2016 on photogrammetry techniques and community outreach to prevent the destruction and theft of antiquities. The department is also working with UNESCO and the International Center for the Study of the Preservation and Restoration of Cultural Property (ICCROM) to train Libyan officials in this area.

Lebanon - Educational Innovation: Building a strong Lebanese civil society that helps uphold universal human rights, promotes good governance and contributes to economic growth is a priority for the U.S. mission in Beirut. The Teaching Women English (TWE) program meets this goal through comprehensive English classes for Lebanese women from poor areas, together with Syrian refugees. TWE empowers women with not only English language skills, but also training in civic engagement and social advocacy. The most profound effect of this program has been dialogue among women of different backgrounds and religious affiliations. Given the constant sectarian tensions in Lebanon, this cross-cultural exchange is a critical component of the program. The program has served more than 6,500 women in over 120 communities to date. New funding will allow expansion into 50 new communities to reach an additional 1,100 women.

Syria - Advising Students: Despite the ongoing conflict and absence of U.S. embassy personnel, the EducationUSA advisor for Syria continues to provide direct support to Syrian students inside the country and those living as refugees elsewhere via WhatsApp, Facebook and phone calls. In addition to her free counseling and

advice on how to study at accredited colleges and universities in the United States, the advisor actively seeks out scholarship opportunities for Syrians, and helps advisees gain admissions despite the special challenges inherent in refugee life and the lack of services from the Syrian government. She is also a sought after expert for U.S. universities on the particularities of Syrian academic credentials and circumstances.

Egypt - Environmental Action through Music: For a fourth year, the Public Affairs Section in Cairo supported The Nile Project, which integrates programs in music and education to advance environmental sustainability in the Nile basin and promote regional dialogue on water-related issues. Three concerts in Aswan, Alexandria and Cairo reached thousands of young people, led by Americans Mina Girgis, Danny Mekonnen and Andrew Reissiger, and showcasing 13 outstanding performers from across East Africa’s Nile Basin. The group developed original music and lyrics on environmental preservation themes for their Egypt tour, conducted workshops at universities and created in-depth video products at the Aswan gathering. Fifty members of the mission community joined over 900 other spectators to see the project’s exciting finale at the Royal Club Mohamed Aly in Giza, which featured a stage overlooking the Nile itself.

Jordan - Cultural Heritage: The Roman Aqueduct of Gadara-Jordan received a major conservation and rehabilitation thanks to the Ambassador’s Fund for Cultural Preservation. The funds allowed Yarmouk to document, conserve and rehabilitate the aqueduct and prepare it for public access. The ancient water tunnel (the longest of its kind in the world) has been completely neglected, and suffered severe deterioration. At the inauguration of the project, Ambassador Wells highlighted the importance of supporting preservation at a time when ISIL is destroying some of the most important cultural heritage sites in Syria and Iraq.

Qatar - A Platform for STEM Education: The U.S. embassy in Qatar’s Public Affairs Section and the chairman of the board of the Qatar Scientific Club (QSC) recently opened the Ibn Al Haitham Science (IHS) Room to the public. The IHS, complete with state of the art learning and making resources, such as a 3D printer, a 3D scanner, a laser cutter, computers, books and do-it-yourself kits, was funded by IIP’s Innovation Fund to develop a maker culture through the promotion of STEM education. Since its opening, a weeklong series of hands-on workshops titled, “The World of 3D Printing,” introduced children, adults, parents and educators to design, AutoCAD concepts, prototyping and 3D printing technology. The session was led by the laboratory manager at Texas A & M University in Qatar. One hundred students also attended the first phase of summer camp held at the center, where the students learned the nuances

of electricity and 3D modeling in honor of UNESCO's International Year of Light.

Region-Wide - The WEF Special Program on Addressing Violent Extremism: NEA/PPD sponsored 65 members of regional civil society to attend the annual World Economic Forum (WEF) on the Middle East and North Africa (MENA) Summit at the Dead Sea in Jordan in May 2015. Participants took part in break-out groups and panels with political and business leaders to discuss countering violent extremism. Civil society representatives called on the private sector and government leaders to partner with them in grassroots efforts to counter extremism through job growth and government reform.

Israel and the West Bank - National Teacher of the Year Visits: The U.S. 2015 National Teacher of the Year, Shanna Peeples, visited Israel and the Palestinian Territories in August through an IIP Speaker tour initiated and organized by NEA/PD in coordination with PAS Tel Aviv and Jerusalem. Ms. Peeples showcased the best of American teaching and the importance of teachers in the United States and worldwide. She delivered her message to the Ministry of Education, schools, teachers, academic colleges, pre-service teachers and counselors. Ms. Peeples shared resources and best practices with educators from throughout the country on the topics of the importance of public education, teaching for success, working with diverse learners, creating trust in the classroom and building a connection with each and every student.

U.S. INTERNATIONAL MEDIA IN THE NEAR EAST ASIA REGION

MIDDLE EAST BROADCASTING NETWORKS (MBN)

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Language: Arabic

MBN ALHURRA TV

FY 2015: \$27.335 million (\$29.089 million with program delivery)

Origin: 2004

Delivery Method: Satellite Television (Nilesat, Arabsat and in HD on Eutelsat), Website, Mobile Site and Social Media

TV Original Programming: 57.5 hours/week (plus 14 hours/week of acquired programs)

TV Total Broadcast: 168 hours/week

Alhurra reaches the entire Arabic-speaking world from the Atlantic Ocean to the Gulf. MBN's mission is to provide objective, accurate and relevant news and information to the people of the Middle East about the region, the world and the United States, and to support democratic values. Alhurra Television broadcasts Arabic-language news and information to 22 countries throughout the Middle East on the Nilesat and Arabsat satellite systems; it is also available in HD on Eutelsat. In addition to reporting on world events, Alhurra provides context and analysis to give viewers a broader understanding of the actions impacting the region. MBN's Arabic-speaking editorial staff generates much of the news from a facility in Springfield, VA. Alhurra also has bureaus and production centers in Baghdad, Dubai, Beirut, Cairo, Jerusalem, Rabat and Erbil. MBN has correspondents and stringers throughout the Middle East, as well as in Europe and the United States. Recent BBG research shows that it has more than 17 million weekly viewers. Sample Programs on Alhurra include: Al Youm ("Today"), a three-hour live daily program that originates simultaneously from five countries in three continents and provides viewers coverage of the latest news from the Middle East, the United States and the world, as well as topics such as health, entertainment news, sports, technology, social and cultural issues; Hunna ("Women's Views"), an hour-long program that brings together lively and engaging women to discuss social and political issues that are sensitive in the region and provides viewers an intimate look at these issues through interviews with brave women who are living the topics they discuss; Street Pulse, a program that takes a unique look at the most important social and cultural issues by examining a single topic each week and takes experts and interviewees out of their formal offices to speak with them in a more relaxed atmosphere; and Sa'aa Hurra ("Free Hour"), Alhurra's flagship talk show examining the latest news and issues of the day, with expert analysis and debate.

MBN ALHURRA IRAQ

FY 2015: \$4.431 million (\$5.903 million with program delivery)

Origin: 2004

Delivery Method: Satellite Television (Nilesat and Arabsat), Terrestrial Transmitters, Website, Mobile Site and Social Media

TV Original Programming: 79 hours/week (plus 11.5 hours/week of acquired programs)

TV Total Broadcast: 168 hours/week

Alhurra-Iraq Television is broadcast via satellite, as well as via terrestrial transmitters in five Iraqi cities. Alhurra-Iraq's news and current affairs programs concentrate on issues facing Iraqi viewers. It was launched to address the specific challenges facing the Iraqi people and to give the United States a voice alongside the overwhelming anti-U.S. rhetoric found on the other Iraqi channels. Alhurra-Iraq programming includes a mix of current affairs, political and news programs that cover a variety of topics including health, technology, business, democracy, sports news, gender issues, culture, economics and science. Programs are produced in Alhurra's Baghdad Bureau and in Springfield, VA. A team of approximately 45 correspondents and freelancers across the country report on Iraqi news, provide analysis of Iraqi issues and highlight Iraq's rich cultural history. Nearly 40 percent of the Alhurra-Iraq programming schedule is Iraq-specific, including almost all of prime time, which is anchored by a daily hour-long Iraq-centric newscast. Alhurra.com has an Iraq-specific page to provide the latest news from Iraq. Sample of Programs on Alhurra-Iraq include: AlIraq Alyoum ("Iraq Today"), a daily newscast on the events happening in Iraq; Beliraqi ("In Iraqi"), a talk show that airs weekdays following the daily Iraqi newscast to provide viewers in-depth analysis of the most important political events in Iraq; Hadith Annahrayn ("Talk Of Two Rivers"), a weekly talk show that examines issues facing Iraqi society, such as poverty, the lack of basic services, the rights of women and the differences between social classes; Daw'a Bainana ("Light Among Us"), a program that engages human interest stories from the heart of Iraq and reflects a message of optimism by highlighting the work of Iraqis who are trying to make a difference in their society and in the lives of their fellow citizens despite all challenges.

MBN DIGITAL COSTS COVER: Alhurra and Radio Sawa websites (www.Alhurra.com and www.RadioSawa.com), mobile sites and social media sites, which launch topical campaigns for special events, such as elections, and seeks conversation and engagement with consumers. In FY 2015 these costs totaled \$2.765 million. MBN also launched www.ir-faasawtak.com, as a part of its new Raise Your Voice initiative. Alhurra also has a YouTube channel. The Alhurra and Radio Sawa sites are all-news websites that include news and information from across the region, the United States and the world. In addition to original reporting, Alhurra.com live streams Alhurra and Alhurra-Iraq and RadioSawa.com live streams all eight of Radio Sawa's programs.

MBN RADIO SAWA

FY 2015: \$8.929 million (\$18.758 with program delivery)

Origin: 2002

Delivery Method: Radio (AM, FM), Website, Mobile Site and Social Media

Radio Original Programming: 167 hours/week

Radio Total Broadcast: 168 hours/week

Radio Sawa targets Middle Eastern publics under the age of 35. Broadcasting 24/7, mostly on FM, it provides news and a blend of Western and Arabic popular music. Radio Sawa broadcasts nearly six hours of pan-Arab news and information each day via eight targeted, regional streams: 1) Iraq (FM and AM); 2) Levant, including Jordan and the West Bank (FM); 3) the Gulf (FM and AM); 4) Egypt (AM); 5) Morocco (FM); 6) Sudan, Libya, Djibouti and Yemen (FM and AM); 7) Lebanon and Syria (FM); and 8) Mauritania (FM). Additionally, Radio Sawa Iraq broadcasts Iraq-specific news and information to Iraqis. Radio Sawa's all news website also provides news and information in Arabic in print, in addition to live broadcasts of its regional streams. MBN's Arabic-speaking editorial staff generates much of the news from a facility in Springfield, VA. Along

with Alhurra, Radio Sawa's Iraq-based staff works out of a bureau in Baghdad and has correspondents and stringers throughout the Middle East, as well as in Europe and the United States. Sample programs of Radio Sawa include: Al-Mintaqah Al-Hurra ("Free Zone"), Radio Sawa's signature program on freedom and democracy issues in the Middle East and the only one in the region, which features segments on the democratization process, elections, women's rights, human rights, freedom of the press and other subjects; Isaal Al-Alaim Al-Yaoum ("Ask The World Now"), which uses broadcast quotes from senior administration policymakers—including President Obama, Vice President Biden, Secretary of State Kerry and others—to answer questions about a range of policy issues pertinent to the overall U.S. relationship to the Middle East; Sheno Rayek ("What is Your Opinion"), an hour-long daily call-in program on Radio Sawa's Iraq stream during evening drive time.

Program - Raise Your Voice: To establish an alternative to the ISIL narrative, MBN launched the Raise Your Voice-Iraq multimedia campaign in 2015 and plans to launch a new Raise Your Voice digital platform targeted to critical audiences across the Maghreb region in 2016. The new venues provide a platform for discussion of issues at the root cause of extremism and a forum for stimulating discussions around related solutions.

Raise Your Voice-Iraq encourages Iraqi citizens to speak out and address extremism and the underlying causes of terrorism. By identifying and discussing the issues ISIL is exploiting, Iraqis can propose solutions that will ultimately undermine ISIL's narrative. The social media properties, call-in radio and television shows and television programming provide forums for activists, youth and others to share their ideas on topics such as sectarian relationships, religious freedom and freedom of expression. New Alhurra programming provides personal testimonies that reveal the realities of life in ISIL territory and the pain and suffering ISIL inflicts on families and communities.

RADIO FREE EUROPE/RADIO LIBERTY (RFE/RL)

.....
Language: Persian

RFE/RL RADIO FARDA

FY 2015: \$7.434 million (\$11.100 million with program delivery)

Origin: 2002

Delivery Method: Radio (SW, MW, satellite), Television (satellite), Website and Mobile Site, Social Media, Mobile App

Radio Original Programming: 139 hours/week

Radio Total Broadcast: 155 hours/week

Television Original Programming: 10.5 hours/week

Television Total Broadcast: 10.5 hours/weekRadio

Farda is available to Iranian audiences 24/7 via satellite, shortwave, medium wave/AM, online and mobile apps. Programming provides professional news, analysis and reporting on events in and related to Iran, in addition to news from the Middle East and the world. The service offers music that is banned in Iran, interviews with free thinkers, intellectuals and the political opposition, as well as daily cultural news, features and topical programs. In 2015, Radio Farda's website registered an average of 23.8 million pages views and 11.3 million visitors monthly, and its main Facebook page has nearly 1.5 million fans. Despite an official Iranian government ban on the Farda's website,

the need for a proxy to access it and deliberately slow internet speeds, more than one-half of visitors to the website came from inside Iran in 2015. Sample programs include: “Pas Farda,” an award-winning satire show, which airs for an hour each weekday and is very popular in Iran; “Party,” a recent documentary about the Soviet attempt to dismantle

Iran after WWII; “Breakfast with News,” a morning news magazine style program, which airs at 7 a.m. in Iran on VOA Persian’s satellite channels as well as Farda’s own satellite channel; and six segments of 5-minute live newscasts that run at the top of the hour from 8 a.m.–2 p.m. in Iran on VOA’s Persian satellite channel.

VOICE OF AMERICA (VOA)

.....
Languages: Persian, Kurdish

VOA PERSIAN SERVICE

FY 2015: \$13.956 million (\$19.107 million with program delivery)

Origin: 1979, (also 1942-1945; 1949-1960; and 1964-1966). TV network replaced radio in 2007.

Delivery Method: Satellite Television, Website and Mobile Site, Social Media

Television Original Programming: 38.3 hours/week

Television Total Broadcast: 168 hours/week

The VOA Persian Service provides for direct communication via 24/7 satellite television and digital platforms with the people of Iran, who have limited access to free media and heavily censored internet. BBG research shows that 12 percent of the adult population in Iran watches VOA Persian weekly for coverage of American, Iranian and international developments. Programs can be accessed on direct-to-home satellite, streaming sites and a host of social media sites. VOA Persian maintains a multimedia website with text, audio, video, live streaming, and reporters’ and TV host’s blogs; a YouTube channel with 40.7 million total views; and a social media presence with 2.7 million followers (Facebook, Twitter, Google+ and Instagram). VOA Persian highlights U.S. policies and critical issues within Iran, including human rights and democracy, in addition to featuring international achievements in the arts, culture, science, academics and women’s empowerment. The service also reports on U.S. values, culture and society to deliver a comprehensive view of life in America. Sample programs include: “Early News & Late News,” which features top stories from around the world; “NewsHour,” a flagship news program that delves into the top stories of the day; “Straight Talk,” which is an audience engagement show driven by social media; and “Tablet,” a youthful, energetic show that originates from VOA’s New York City bureau and focuses on cultural and social issues involving young people in Iran and the United States.

VOA KURDISH SERVICE

FY 2015: \$2.478 million (\$2.547 million with program delivery)

Origin: 1992

Delivery Method: Radio (SW, AM, FM) Television, Website and Mobile Site, Social Media

Radio Original Programming: 14 hours/week

Radio Total Broadcast: 21 hours/week

TV Original Programming: 1.5 hours/week

TV Total Broadcast: 1.5 hours/week

The VOA Kurdish Service’s primary target audience is Iraqi Kurds, but it also produces special programming relevant to Kurdish speaking populations in Turkey, Syria, Iran and Eurasia and the approximately one million Kurds in Europe and North America. The Kurdish Service has expanded its staffing in Washington and stringer network in the region in order to focus on extremism, Daesh activities and U.S. policies toward the region and Daesh. BBG research in 2014 shows that the weekly audience reach among Iraqi Kurds is 14.9 percent. FM transmitters in Erbil, Sulaimania, Kirkuk, Mosul, Baghdad and Basra broadcast VOA content and video reports are streamed on its website. It is the only international broadcaster that speaks to the Kurds of the Middle East in their main dialects, Sorani and Kurmanji. It promotes the Kurdish language that has been neglected in the Kurdish-speaking regions and offers regional and international news coverage, interviews with experts and newsmakers, stringer reports, panel discussions with Kurds in the greater Middle East and in the diaspora, and call-in shows that link listeners with guests who discuss topics of interest. Sample programs include: call-in shows on current affairs with expert guests taking calls from the Middle East and other areas of the world; “Kurd Connection,” a 30-minute, twice-weekly television and web program, which includes a roundup of news and features of interest to the Kurdish region, airs on affiliate NRT TV in Sulamainia; and “Kurd Vision,” a weekly 30-minute program that airs on Ozgur Gun TV in Diyarbakir, Turkey.

COUNTRY PROFILES

NEAR EAST ASIA REGION COUNTRY BY COUNTRY PROFILES

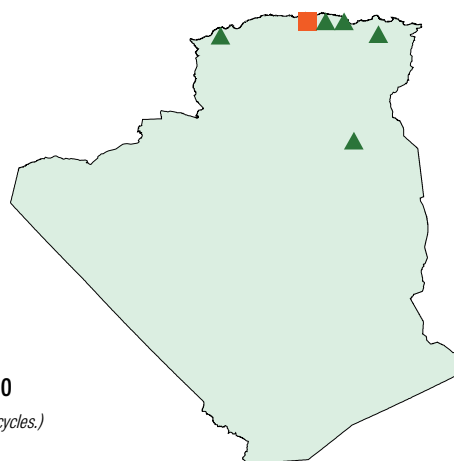
Algeria

DEMOGRAPHICS

Geographic area: **2,381,740 sq. km.**
 Population: **38,934,334 (2014)**
 Below 24 yrs. old: **46%**
 Refugee population: **94,128**
 Urban population: **70.7%**
 GDP/capita: **\$4,206**
 Unemployment: **10.6%**
 Below poverty line: **-**

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Not Free**
 Internet users/100 people: **18 (2014)**
 Mobile phones/100 people: **93 (2014)**
 Literacy: **73%**
 Avg. years of education: Females: **15 (2011)**
 Males: **14 (2011)**

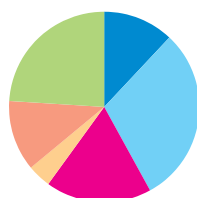


PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: **\$612,426** FY14 Actual: **\$689,956** FY15 Actual: **\$1,357,058**
Total Reported FY13 Actual: **\$4,468,864** FY14 Actual: **\$789,224** FY15 Actual: **\$1,453,890**

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Support for English Language Teaching/Learning: **\$488,983**
 Other: **\$341,262**
 Support for Mission Initiatives: **\$190,334**
 Cultural Programs (Post Generated): **\$72,174**
 Media/Press Activities: **\$56,629**

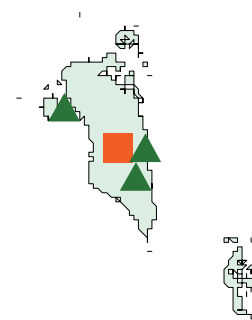
Bahrain

DEMOGRAPHICS

Geographic area: **770 sq. km.**
 Population: **1,361,930 (2014)**
 Below 24 yrs. old: **37%**
 Refugee population: **311**
 Urban population: **88.8%**
 GDP/capita: **\$23,396**
 Unemployment: **1.2%**
 Below poverty line: **-**

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Not Free**
 Internet users/100 people: **91 (2014)**
 Mobile phones/100 people: **173 (2014)**
 Literacy: **95%**
 Avg. years of education: Females: **-**
 Males: **-**

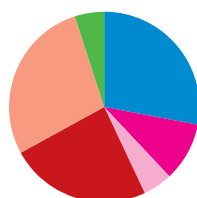


PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: **\$654,170** FY14 Actual: **\$686,916** FY15 Actual: **\$719,824**
Total Reported FY13 Actual: **\$3,094,814** FY14 Actual: **\$717,495** FY15 Actual: **\$736,143**

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Cultural Programs (Post Generated): **\$256,696**
 Other: **\$88,902**
 Media/Press Activities: **\$67,733**
 Educational Initiatives (not including English Language programs): **\$66,465**
 Support for Mission Initiatives: **\$54,836**

Piechart Key: PD Spending by Theme

Culture (blue), Education (light blue), Economics (pink), Science (light pink), Military (yellow), CVE (orange), Democracy (red), Civil Society (light orange), Women (green), Youth (light green), Religious (purple), Other (grey)

Map Key

Embassy (orange square), Consulate (green circle), American Space (green triangle)

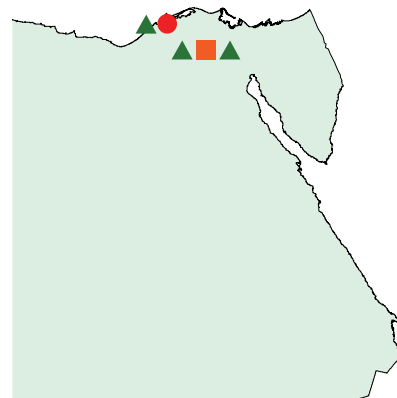
Egypt

DEMOGRAPHICS

Geographic area: 995,450 sq. km.
 Population: 89,579,670 (2014)
 Below 24 yrs. old: 51%
 Refugee population: 236,090
 Urban population: 43.1%
 GDP/capita: \$3,615
 Unemployment: 13.2%
 Below poverty line: 25.2%

COMMUNICATIONS AND LITERACY

FH Media Freedom: Not Free
 Internet users/100 people: 32 (2014)
 Mobile phones/100 people: 114 (2014)
 Literacy: 75%
 Avg. years of education: Females: 13 (2013)
 Males: 13 (2013)

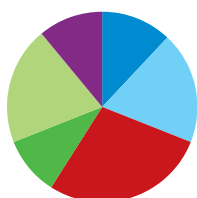


PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: \$2,565,128 FY14 Actual: \$2,702,563 FY15 Actual: \$3,212,524
Total Reported FY13 Actual: \$14,757,165 FY14 Actual: \$2,906,309 FY15 Actual: \$3,477,658

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Other \$1,811,710
 Cultural Programs (Post Generated) \$204,688
 Support for Information Resource Centers \$197,368
 Media/Press Activities \$187,500
 Books & Publications \$158,889

Iran

DEMOGRAPHICS

Geographic area: 1,628,550 sq. km.
 Population: 78,143,644 (2014)
 Below 24 yrs. old: 40%
 Refugee population: 982,027
 Urban population: 73.4%
 GDP/capita: \$5,443
 Unemployment: 10.6%
 Below poverty line: -

COMMUNICATIONS AND LITERACY

FH Media Freedom: Not Free
 Internet users/100 people: 39 (2014)
 Mobile phones/100 people: 88 (2014)
 Literacy: 84%
 Avg. years of education: Females: 15 (2014)
 Males: 15 (2014)



PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: \$0 FY14 Actual: \$0 FY15 Actual: \$0
Total Reported FY13 Actual: \$0 FY14 Actual: \$0 FY15 Actual: \$0

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme

Top Spending by Activity

None

Piechart Key: PD Spending by Theme

Culture Education Economics Science Military CVE
 Democracy Civil Society Women Youth Religious Other

Map Key

Embassy Consulate
 American Space

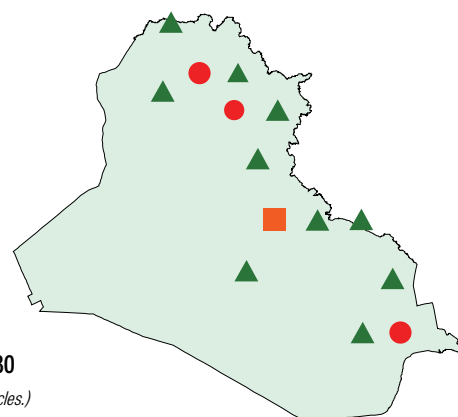
Iraq

DEMOGRAPHICS

Geographic area: 434,320 sq. km.
Population: 34,812,326 (2014)
Below 24 yrs. old: 61%
Refugee population: 271,143
Urban population: 69.5%
GDP/capita: \$4,629
Unemployment: 8%
Below poverty line: 18.9%

COMMUNICATIONS AND LITERACY

FH Media Freedom: Not Free
Internet users/100 people: 11 (2014)
Mobile phones/100 people: 95 (2014)
Literacy: 79%
Avg. years of education: Females: -
Males: -

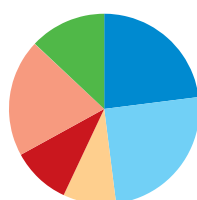


PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: \$1,447,381 FY14 Actual: \$1,428,887 FY15 Actual: \$1,345,795
Total Reported FY13 Actual: \$8,723,336 FY14 Actual: \$1,465,606 FY15 Actual: \$1,462,580

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Media/Press Activities	\$339,977
Post-Generated Exchanges	\$224,125
Supplementing ECA Programs	\$179,907
Cultural Programs (Post Generated)	\$91,143
Support for Mission Initiatives	\$82,505

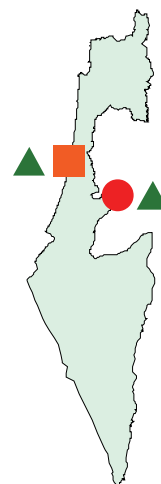
Israel

DEMOGRAPHICS

Geographic area: 21,640 sq. km.
Population: 8,215,300 (2014)
Below 24 yrs. old: 43%
Refugee population: 330
Urban population: 92.1%
GDP/capita: \$35,330
Unemployment: 5.9%
Below poverty line: -

COMMUNICATIONS AND LITERACY

FH Media Freedom: Partly Free
Internet users/100 people: 71 (2014)
Mobile phones/100 people: 121 (2014)
Literacy: -
Avg. years of education: Females: 16 (2013)
Males: 15 (2013)

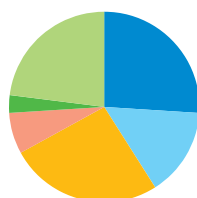


PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: \$4,162,260 FY14 Actual: \$4,242,046 FY15 Actual: \$3,925,905
Total Reported FY13 Actual: \$10,730,684 FY14 Actual: \$4,474,507 FY15 Actual: \$4,318,272

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Supplementing Bureau of Public Affairs Programs	\$580,796
Support for Mission Initiatives	\$527,519
Support for English Language Teaching/Learning	\$442,398
Educational Initiatives (not including English Language programs)	\$420,507
Media/Press Activities	\$368,597

Piechart Key: PD Spending by Theme

Culture	Education	Economics	Science	Military	CVE
Democracy	Civil Society	Women	Youth	Religious	Other

Map Key

Embassy	Consulate
American Space	

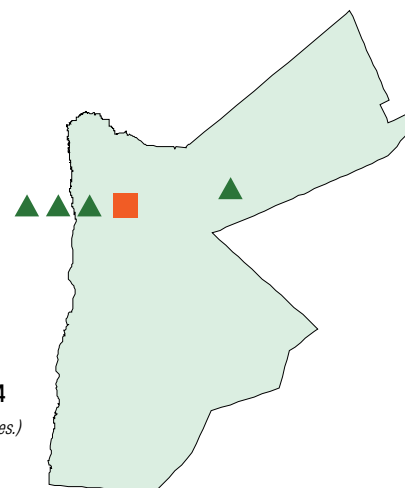
Jordan

DEMOGRAPHICS

Geographic area: **88,780 sq. km.**
 Population: **6,607,000 (2014)**
 Below 24 yrs. old: **55%**
 Refugee population: **2,771,502**
 Urban population: **83.7%**
 GDP/capita: **\$4,940**
 Unemployment: **12.6%**
 Below poverty line: **14.4%**

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Not Free**
 Internet users/100 people: **44 (2014)**
 Mobile phones/100 people: **148 (2014)**
 Literacy: **98%**
 Avg. years of education: Females: **13 (2012)**
 Males: **12 (2012)**

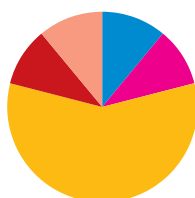


PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: **\$1,342,501** FY14 Actual: **\$2,068,571** FY15 Actual: **\$1,593,945**
Total Reported FY13 Actual: **\$9,306,789** FY14 Actual: **\$3,506,201** FY15 Actual: **\$2,510,094**

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives **\$339,600**
 Supplementing ECA Programs **\$165,262**
 Cultural Programs (Post Generated) **\$154,594**
 Post-Generated Exchanges **\$136,980**
 Media/Press Activities **\$112,627**

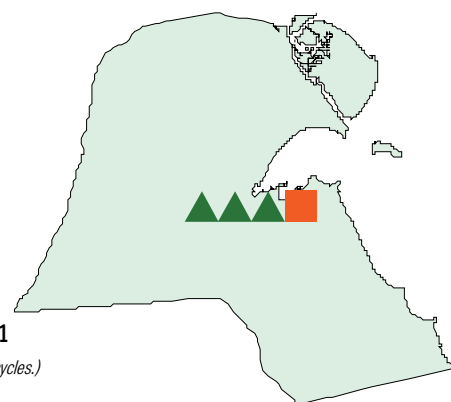
Kuwait

DEMOGRAPHICS

Geographic area: **17,820 sq. km.**
 Population: **3,753,121 (2014)**
 Below 24 yrs. old: **37%**
 Refugee population: **614**
 Urban population: **98.3%**
 GDP/capita: **\$28,985**
 Unemployment: **3.6%**
 Below poverty line: **-**

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Partly Free**
 Internet users/100 people: **79 (2014)**
 Mobile phones/100 people: **218 (2014)**
 Literacy: **96%**
 Avg. years of education: Females: **14 (2013)**
 Males: **12 (2013)**



PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: **\$655,090** FY14 Actual: **\$690,599** FY15 Actual: **\$619,496**
Total Reported FY13 Actual: **\$1,973,835** FY14 Actual: **\$790,326** FY15 Actual: **\$3,807,171**

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives **\$83,043**
 Supplementing Bureau of Public Affairs Programs **\$76,702**
 Digital Outreach **\$71,218**
 Cultural Programs (Post Generated) **\$48,691**
 Educational Advising & Promoting Study in the U.S. **\$38,975**

Piechart Key: PD Spending by Theme

■ Culture ■ Education ■ Economics ■ Science ■ Military ■ CVE
 ■ Democracy ■ Civil Society ■ Women ■ Youth ■ Religious ■ Other

Map Key

■ Embassy ● Consulate
 ▲ American Space

Lebanon

DEMOGRAPHICS

Geographic area: 10,230 sq. km.
Population: 4,546,774 (2014)
Below 24 yrs. old: 44%
Refugee population: 1,606,709
Urban population: 87.8%
GDP/capita: \$8,051
Unemployment: 9%
Below poverty line: 27%

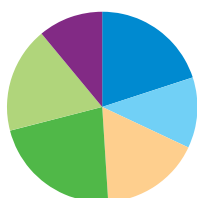
COMMUNICATIONS AND LITERACY

FH Media Freedom: **Partly Free**
Internet users/100 people: 75 (2014)
Mobile phones/100 people: 88 (2014)
Literacy: 90%
Avg. years of education: Females: 12 (2013)
Males: 12 (2013)

PUBLIC DIPLOMACY SPENDING

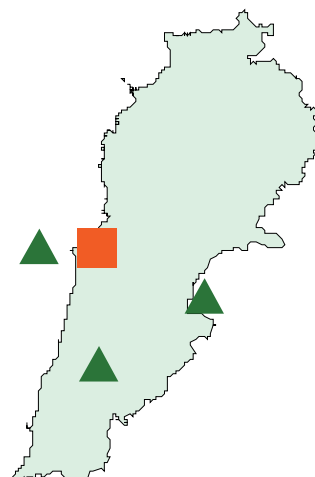
D&CP Total FY13 Actual: \$1,559,666 FY14 Actual: \$1,492,412 FY15 Actual: \$1,984,058
Total Reported FY13 Actual: \$7,242,224 FY14 Actual: \$1,501,240 FY15 Actual: \$2,614,585
(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$1,563,076
Supplementing Bureau of Public Affairs Programs	\$135,062
Educational Initiatives (not including English Language programs)	\$54,879
Support for English Language Teaching/Learning	\$43,011
Alumni Outreach	\$34,161



Libya

DEMOGRAPHICS

Geographic area: 1,759,540 sq. km.
Population: 6,258,984 (2014)
Below 24 yrs. old: 46%
Refugee population: 27,964
Urban population: 78.6%
GDP/capita: \$4,643
Unemployment: 19%
Below poverty line: -

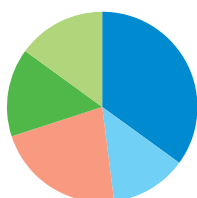
COMMUNICATIONS AND LITERACY

FH Media Freedom: **Not Free**
Internet users/100 people: 18 (2014)
Mobile phones/100 people: 161 (2014)
Literacy: 90%
Avg. years of education: Females: -
Males: -

PUBLIC DIPLOMACY SPENDING

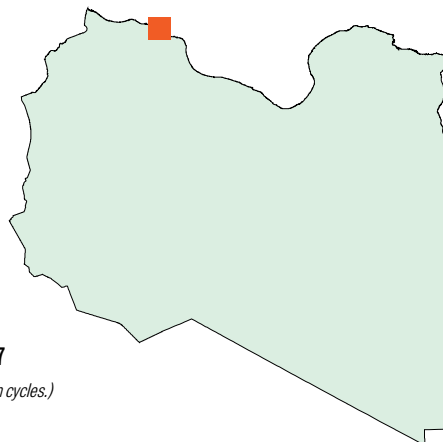
D&CP Total FY13 Actual: \$507,235 FY14 Actual: \$330,517 FY15 Actual: \$620,600
Total Reported FY13 Actual: \$3,996,578 FY14 Actual: \$334,681 FY15 Actual: \$662,347
(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Other	\$539,100
Digital Outreach	\$23,267
Media/Press Activities	\$23,267
Alumni Outreach	\$7,159
Books & Publications	\$6,436



Piechart Key: PD Spending by Theme

Culture	Education	Economics	Science	Military	CVE
Democracy	Civil Society	Women	Youth	Religious	Other

Map Key

Embassy	Consulate
American Space	

Morocco

DEMOGRAPHICS

Geographic area: **446,300 sq. km.**
 Population: **33,921,203 (2014)**
 Below 24 yrs. old: **45%**
 Refugee population: **1,216**
 Urban population: **60.2%**
 GDP/capita: **\$2,872**
 Unemployment: **9.9%**
 Below poverty line: **8.9%**

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Not Free**
 Internet users/100 people: **57 (2014)**
 Mobile phones/100 people: **132 (2014)**
 Literacy: **67%**
 Avg. years of education: Females: **12 (2012)**
 Males: **13 (2012)**

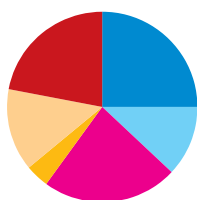
PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: **\$1,995,103** FY14 Actual: **\$2,159,958** FY15 Actual: **\$2,797,918**

Total Reported FY13 Actual: **\$13,464,709** FY14 Actual: **\$2,358,837** FY15 Actual: **\$8,186,799**

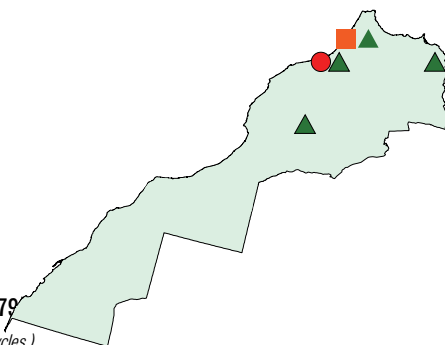
(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Other **\$892,747**
 Support for Mission Initiatives **\$542,666**
 Cultural Programs (Post Generated) **\$409,118**
 Media/Press Activities **\$194,175**
 American Centers **\$155,774**



Oman

DEMOGRAPHICS

Geographic area: **309,500 sq. km.**
 Population: **4,236,057 (2014)**
 Below 24 yrs. old: **39%**
 Refugee population: **151**
 Urban population: **77.6%**
 GDP/capita: **\$15,645**
 Unemployment: **-**
 Below poverty line: **-**

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Not Free**
 Internet users/100 people: **70 (2014)**
 Mobile phones/100 people: **158 (2014)**
 Literacy: **92%**
 Avg. years of education: Females: **14 (2011)**
 Males: **14 (2011)**

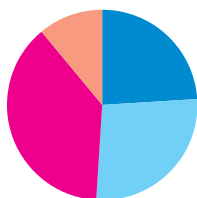
PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: **\$476,783** FY14 Actual: **\$456,752** FY15 Actual: **\$492,136**

Total Reported FY13 Actual: **\$4,194,466** FY14 Actual: **\$487,697** FY15 Actual: **\$503,596**

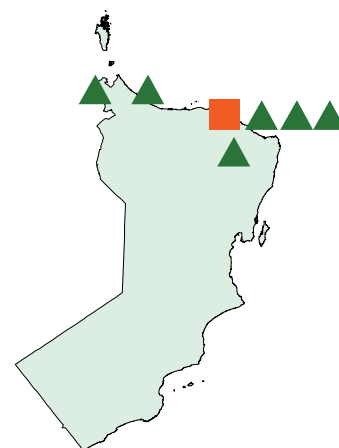
(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives **\$140,403**
 Cultural Programs (Post Generated) **\$81,261**
 Educational Advising & Promoting **\$45,024**
 Study in the U.S. **\$37,727**
 Speaker Programs (Post Generated) **\$37,727**
 Supplementing ECA Programs **\$32,178**



Piechart Key: PD Spending by Theme

Culture (blue) Education (light blue) Economics (pink) Science (light pink) Military (yellow) CVE (orange)
 Democracy (red) Civil Society (orange) Women (green) Youth (light green) Religious (purple) Other (grey)

Map Key

Embassy (orange square) Consulate (green circle)
 American Space (yellow triangle)

Palestinian Territories

DEMOGRAPHICS

Geographic area: **6,020 sq. km.**
 Population: **4,294,682 (2014)**
 Below 24 yrs. old: **62%**
 Refugee population: **2,051,098**
 Urban population: **75.3%**
 GDP/capita: **\$2,867**
 Unemployment: **26.9%**
 Below poverty line: **25.8%**

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Not Free**
 Internet users/100 people: **54 (2014)**
 Mobile phones/100 people: **72 (2014)**
 Literacy: **96%**
 Avg. years of education: Females: **14 (2014)**
 Males: **12 (2014)**

PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: **\$3,446,156** FY14 Actual: **\$3,757,841** FY15 Actual: **\$3,154,816**
Total Reported FY13 Actual: **\$3,683,855** FY14 Actual: **\$4,037,115** FY15 Actual: **\$3,230,075**

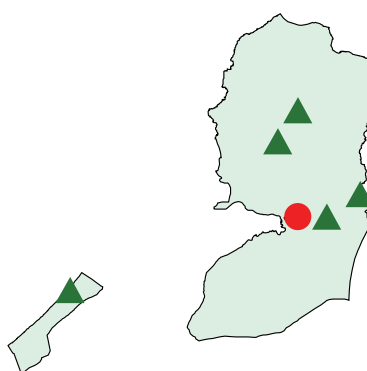
(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$821,397
Cultural Programs (Post Generated)	\$463,436
Supplementing ECA Programs	\$388,308
Media/Press Activities	\$194,842
Other	\$189,921



Qatar

DEMOGRAPHICS

Geographic area: **11,610 sq. km.**
 Population: **2,172,065 (2014)**
 Below 24 yrs. old: **31%**
 Refugee population: **133**
 Urban population: **99.2%**
 GDP/capita: **\$74,667**
 Unemployment: **-**
 Below poverty line: **-**

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Not Free**
 Internet users/100 people: **91 (2014)**
 Mobile phones/100 people: **146 (2014)**
 Literacy: **98%**
 Avg. years of education: Females: **14 (2011)**
 Males: **13 (2011)**

PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: **\$855,095** FY14 Actual: **\$948,776** FY15 Actual: **\$945,160**
Total Reported FY13 Actual: **\$1,661,159** FY14 Actual: **\$1,025,813** FY15 Actual: **\$1,005,004**

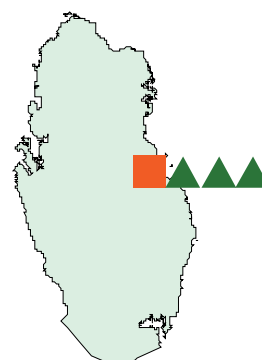
(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Support for English Language Teaching/Learning	\$156,122
Support for Mission Initiatives	\$125,475
Digital Outreach	\$103,818
Educational Initiatives (not including English Language programs)	\$102,605
Cultural Programs (Post Generated)	\$100,673



Piechart Key: PD Spending by Theme

Culture	Education	Economics	Science	Military	CVE
Democracy	Civil Society	Women	Youth	Religious	Other

Map Key

Embassy	Consulate
American Space	

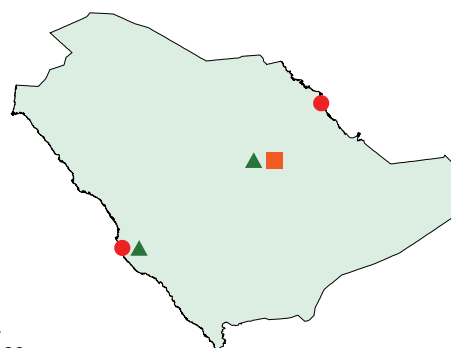
Saudi Arabia

DEMOGRAPHICS

Geographic area: **2,149,690 sq. km.**
 Population: **30,886,545 (2014)**
 Below 24 yrs. old: **45%**
 Refugee population: **534**
 Urban population: **83.1%**
 GDP/capita: **\$20,482**
 Unemployment: **5.9%**
 Below poverty line: **-**

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Not Free**
 Internet users/100 people: **64 (2014)**
 Mobile phones/100 people: **180 (2014)**
 Literacy: **94%**
 Avg. years of education: Females: **15 (2014)**
 Males: **17 (2014)**

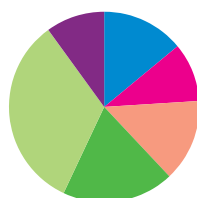


PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: **\$1,992,987** FY14 Actual: **\$2,053,954** FY15 Actual: **\$2,216,461**
Total Reported FY13 Actual: **\$5,297,780** FY14 Actual: **\$2,143,931** FY15 Actual: **\$2,310,180**

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives **\$1,045,653**
 Educational Advising & Promoting Study in the U.S. **\$257,376**
 Cultural Programs (Post Generated) **\$179,369**
 Supplementing ECA Programs **\$126,706**
 Media/Press Activities **\$107,032**

Syria

DEMOGRAPHICS

Geographic area: **183,630 sq. km.**
 Population: **22,157,800 (2014)**
 Below 24 yrs. old: **56%**
 Refugee population: **677,756**
 Urban population: **57.7%**
 GDP/capita: **\$2,080**
 Unemployment: **14.9%**
 Below poverty line: **35.2%**

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Not Free**
 Internet users/100 people: **28 (2014)**
 Mobile phones/100 people: **64 (2014)**
 Literacy: **86%**
 Avg. years of education: Females: **9 (2013)**
 Males: **9 (2013)**

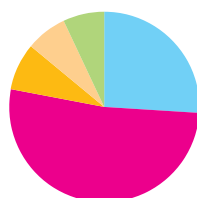


PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: **\$280,998** FY14 Actual: **\$214,051** FY15 Actual: **\$175,361**
Total Reported FY13 Actual: **\$1,118,573** FY14 Actual: **\$214,051** FY15 Actual: **\$178,361**

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Cultural Programs (Post Generated) **\$24,753**
 Supplementing Bureau of Public Affairs Programs **\$14,581**
 Digital Outreach **\$14,064**
 Alumni Outreach **\$12,358**
 Support for Mission Initiatives **\$12,307**

Piechart Key: PD Spending by Theme

■ Culture ■ Education ■ Economics ■ Science ■ Military ■ CVE
 ■ Democracy ■ Civil Society ■ Women ■ Youth ■ Religious ■ Other

Map Key

■ Embassy ■ Consulate
 ▲ American Space

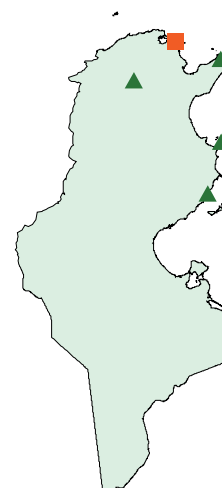
Tunisia

DEMOGRAPHICS

Geographic area: 155,360 sq. km.
Population: 10,996,600 (2014)
Below 24 yrs. old: 39%
Refugee population: 901
Urban population: 66.8%
GDP/capita: \$3,873
Unemployment: 15.9%
Below poverty line: 15.5%

COMMUNICATIONS AND LITERACY

FH Media Freedom: Partly Free
Internet users/100 people: 46 (2014)
Mobile phones/100 people: 128 (2014)
Literacy: 80%
Avg. years of education: Females: 15 (2011)
Males: 14 (2011)

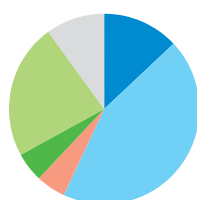


PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: \$930,806 FY14 Actual: \$898,345 FY15 Actual: \$1,585,872
Total Reported FY13 Actual: \$5,938,855 FY14 Actual: \$952,028 FY15 Actual: \$2,682,165

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Cultural Programs (Post Generated) \$504,733
Educational Initiatives (not including English Language programs) \$369,101
Public-Private Partnerships \$122,006
American Centers \$118,126
Other \$105,000

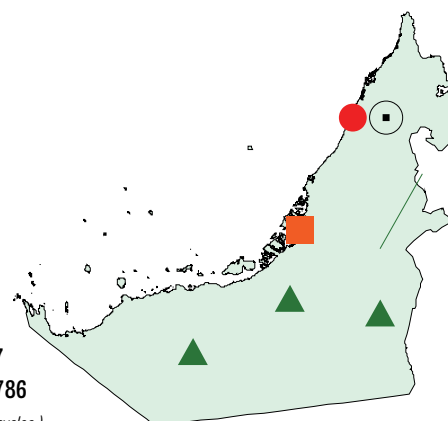
United Arab Emirates

DEMOGRAPHICS

Geographic area: 83,600 sq. km.
Population: 9,086,139 (2014)
Below 24 yrs. old: 27%
Refugee population: 417
Urban population: 85.5%
GDP/capita: \$40,438
Unemployment: 4.2%
Below poverty line: -

COMMUNICATIONS AND LITERACY

FH Media Freedom: Not Free
Internet users/100 people: 90 (2014)
Mobile phones/100 people: 178 (2014)
Literacy: 90%
Avg. years of education: Females: -
Males: -

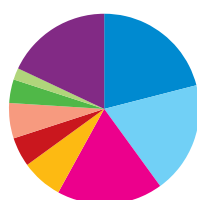


PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: \$1,630,585 FY14 Actual: \$1,471,583 FY15 Actual: \$1,792,567
Total Reported FY13 Actual: \$2,560,212 FY14 Actual: \$1,593,068 FY15 Actual: \$1,928,786

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Cultural Programs (Post Generated) \$285,746
Support for Mission Initiatives \$263,646
Media/Press Activities \$234,331
Digital Outreach \$217,124
Educational Advising & Promoting Study in the U.S. \$197,261

Piechart Key: PD Spending by Theme

Culture Education Economics Science Military CVE
Democracy Civil Society Women Youth Religious Other

Map Key

Embassy Consulate
American Space

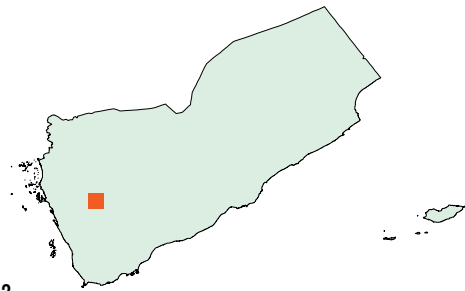
Yemen

DEMOGRAPHICS

Geographic area: **527,970 sq. km.**
 Population: **26,183,676 (2014)**
 Below 24 yrs. old: **63%**
 Refugee population: **257,645**
 Urban population: **34.6%**
 GDP/capita: **\$1,408**
 Unemployment: **17.8%**
 Below poverty line: **34.8%**

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Not Free**
 Internet users/100 people: **23 (2014)**
 Mobile phones/100 people: **68 (2014)**
 Literacy: **68%**
 Avg. years of education: Females: **8 (2011)**
 Males: **10 (2011)**

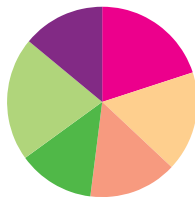


PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: **\$1,389,403** FY14 Actual: **\$1,140,940** FY15 Actual: **\$670,797**
Total Reported FY13 Actual: **\$6,744,538** FY14 Actual: **\$1,365,845** FY15 Actual: **\$718,363**

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Other	\$199,454
Supplementing Bureau of Public Affairs Programs	\$66,558
Media/Press Activities	\$66,051
Cultural Programs (Post Generated)	\$65,558
Support for Mission Initiatives	\$46,425

Piechart Key: PD Spending by Theme

Culture	Education	Economics	Science	Military	CVE
Democracy	Civil Society	Women	Youth	Religious	Other

Map Key

Embassy	Consulate
American Space	

SPOTLIGHT COUNTRY: UNITED ARAB EMIRATES

DEMOGRAPHICS

Geographic area: 83,600 sq. km.
Population: 9,086,139 (2014)
Below 24 yrs. old: 27%
Refugee population: 417
Urban population: 85.5%
GDP/capita: \$40,438
Unemployment: 4.2%
Below poverty line: -

COMMUNICATIONS AND LITERACY

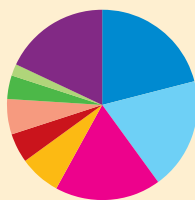
FH Media Freedom: Not Free
Internet users/100 people: 90 (2014)
Mobile phones/100 people: 178 (2014)
Literacy: 90%
Avg. years of education: Females: -
Males: -

PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: \$1,630,585 FY14 Actual: \$1,471,583 FY15 Actual: \$1,792,567
Total Reported FY13 Actual: \$2,560,212 FY14 Actual: \$1,593,068 FY15 Actual: \$1,928,786

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme

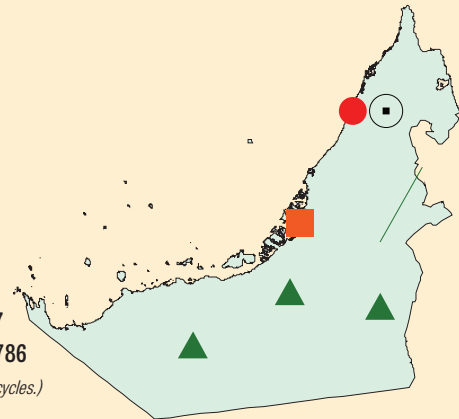


Piechart Key: PD Spending by Theme

Culture Education Economics Science Military CVE
Democracy Civil Society Women Youth Religious Other

Top Spending by Activity

Cultural Programs (Post Generated) \$285,746
VIP Visits (Press Support) \$263,646
Media/Press Activities \$234,331
Digital Outreach \$217,124
Educational Advising & Promoting \$197,261
Study in the U.S.



Map Key

Embassy Consulate
American Space

RECOMMENDATIONS:

INCREASE STAFF SUPPORT FOR PAS DUBAI: The Public Affairs Sections in Dubai and Abu Dhabi requires increased staffing resources in order to complete their missions of greater engagement in the northern Emirates, while also completing their regional mandates. The missions recently received an additional local employee in Abu Dhabi and gained a temporary EPAP position in Dubai, but additional staffing support is necessary.

INCREASE STAFF SUPPORT FOR EDUCATIONUSA IN THE NEA REGION: The regional director for EducationUSA in Dubai has a portfolio of 19 countries, 28 centers and 32 advisors in the Near East Asia region. This past year, 103,307 students from 19 countries in the Middle East and North Africa studied in American higher education institutions, an 11.5 percent increase from 2014. Given the large volume of students in the NEA region who need advising and support, we strongly recommend adding a second regional NEA director position and splitting the region between them.

CONTINUE SUPPORT FOR SAWAB CENTER: The government of the UAE has been a remarkable partner in countering violent extremism (CVE) through the one-year-old Sawab Center and the Hedayah CVE Center in Abu Dhabi, a center of excellence for countering violent extremism that works mainly to

assist other countries afflicted by violent extremism in systematically addressing CVE issues. It is the first time that a coalition partner has proactively aimed to counter Da'esh's messaging. The U.S. is actively supporting the Sawab Center effort and it will likely continue for at least another two years. The UAE has also invested considerable resources in the center and expanded its staff. ACPD believes it is an example for other such centers with allied partners worldwide.

INCREASE AUDIENCE RESEARCH SUPPORT FOR THE DUBAI MEDIA HUB: The Dubai media hub needs consistent detailed audience research on the various media networks in the region. This research is of value beyond the hub and can support the embassy PAOs in the region to tailor their messages to the various audiences. This cost will be at least \$50,000 a year, which is currently about 15 percent of their budget. We strongly recommend an increase in funding from Washington to support this audience research.

RESTORE THE INTERNATIONAL INFORMATION PROGRAMS BUREAU'S ARABIC TRANSLATION SERVICES: It would benefit Public Affairs Sections in the region tremendously if IIP restored its Arabic translation services, in addition to creating content on commercial issues that would cater more to Gulf audiences.

OVERVIEW

The bilateral relationship between the United Arab Emirates and the U.S. is strong, especially in defense and security cooperation as we share many national security interests. The UAE has been part of coalition operations in Iraq, Afghanistan and Libya. In addition, the U.S. Navy uses Emirati port facilities in Dubai, Abu Dhabi and Fujairah, which bring thousands of U.S. sailors and Marines to UAE each year. The economic relationship is also deep. The U.S. runs an annual trade surplus of more than \$22 billion with the UAE and it is one of the top 20 sources of foreign direct investment in the United States. This is larger than the U.S. trading relationship with Saudi Arabia or any other country in the Middle East. In addition, the UAE is also a global hub: two-thirds of the world's population is within 1,500 miles, or a three hour flight. With two major international airports already in a country the size of Idaho, the country is building a third to accommodate the 2020 World Expo in Dubai.

Within this context, the U.S. Mission in the UAE—which consists of a PAS at the embassy in Abu Dhabi and the Consulate in Dubai—aims to reach Emiratis in all seven Emirates through press, educational, cultural, informational and social media engagement. In a country of 9.2 million people, only 1.4 million are Emirati, which makes up 15 percent of the population. The Public Affairs Sections use a variety of PD tools to strengthen the relationship them via exchange programs, cultural engagement, outreach via the press and social media, EducationUSA centers and an American Corners network. Understanding that much of UAE's wealth is concentrated in the Dubai and Abu Dhabi emirates, the PAS's want to conduct outreach beyond elite and urban audiences and into the northern Emirates.

The UAE is increasingly playing a leadership role in the region, which has provided an opportunity for an unprecedented and remarkable partnership in countering violent extremism with the Sawab Center. The U.S. mission is also home to regional resources, such as the Dubai Regional Media Hub and a Regional Educational Advising Coordinator. Regional events, however, have also shrunk the space for the United States to have a dialogue on political and civil society related issues with the Emirati public. To operate within UAE, as a journalist or businessman, means a certain amount of self-censorship. The United States must therefore balance the tension between the openness the UAE desires as a global hub for business and its national security concerns.

Despite these challenges, we found a PD mission working actively to engage Emiratis; capitalize on unique partnerships with U.S. educational and cultural institutions that exist in the UAE; conduct regional educational and media outreach via the consulate in Dubai; and counter violent extremism through the Sawab Center in Abu Dhabi. Given the unique demands put on the sections, they could mainly use more American and local staff support.

U.S. PUBLIC DIPLOMACY MISSION IN THE UNITED ARAB EMIRATES

The public diplomacy goals for the UAE are to advance the core mission goals, but also highlight U.S. higher education, entrepreneurship, healthcare and technology. To deepen bilateral ties, the PAS focuses on connecting Emirati youth to the United States through EducationUSA and exchanges; amplifying U.S.-UAE trade ties; and increasing positive opinions of the United States through media engagement, exchanges and cultural and educational programming. An objective of the mission is to extend beyond the two richest and most renowned Emirates, Abu Dhabi and Dubai, and into the northern ones. Cultural diplomacy, especially through sports and music, provides an entry point to non-urban, non-elite audiences.

There are many institutions that are predisposed to working with the United States and the upcoming Expo2020 in Dubai provides a strong opportunity for engagement, as does American institutions like New York University, the Cleveland Clinic and the Guggenheim Museum, which are providing exposure to U.S. education, culture and research. They also work independently as soft power assets.

Organizing public diplomacy outreach and alumni networks, however, is increasingly difficult as the government of UAE continues to seek a greater degree of control over public messaging. The UAE government sees political Islam as an existential threat and believes that it was the democratic culture that led to the rise of the Muslim Brotherhood in Egypt. They can therefore sometimes be suspicious of U.S.-funded programs, especially those seen to advance democratic ideals and support civil society development. There also has been increased scrutiny over exchange programs and programming in university spaces. Due to fears of political organizing, the mission cannot do as extensive alumni engagement as other missions can. Finding implementing partners within the UAE to conduct programs at a reasonable cost, which can be easy done in other countries, can be challenging. An example of this is finding an appropriate implementing partner for the English Access program, which the inspector general for the State Department advised the mission to bring back in 2014.

EXCHANGE AND CULTURAL PROGRAMS

UAE is a society where personal contacts and relationship building is essential. A major goal of PAS is to increase the number of Emirati students studying in the United States, which is done through its impressive outreach via EducationUSA (described below). The main exchange programs PAS facilitates in the UAE are Fulbright, Humphrey and the International Visitor Leadership Program (IVLP). IVLP is especially valuable in the UAE as it provides not only professional development skills, but also a different kind of exposure to the United States.

In order to reach more audiences in the northern emirates,

PAS has focused on culture and sports as entry points for relationship building. This includes Bluegrass bands and bringing American artists to the region through the Sharja Art Foundation. Sports Diplomacy programs are also becoming more popular to engage Emiratis.

EDUCATIONUSA

A major goal for the U.S. mission is to increase the number of Emirati students studying in the United States. Currently, Emirati students who study at higher education institutions in the United States contribute \$60 million to the American economy.¹ Those who choose to study in the United States are granted a full scholarship and a generous stipend from the Emirati government. There were concerns after 9/11 that Emirati students would face trouble acquiring visas and experience harassment once they were within the United States since two of the 9/11 hijackers were from northern emirates. Yet there has been an increase of 3.4 percent this past year, and a near tripling of students since 2005. In the 2014–15 academic year, there were 2,878 Emirati students studying in the United States. Of them, the majority were undergraduate students (2,091), followed by graduate students (349), non-degree students (368) and optional practice training (OPT) students, or interns (70). The majority of the students studied in Arizona, Pennsylvania, Florida, California, Indiana, Maryland, Texas and the District of Columbia. There is also the EducationUSA Academy, where Emirati students can go to the United States to improve their English and also to get a sense of the schools and support to help guidance counselors in UAE prepare Emirati youth for education in the United States.

There is an EducationUSA center at the U.S. embassy in Abu Dhabi and another at the U.S. Consulate in Dubai. Due to security concerns, the spaces are restrictive and require appointments, which has led to a large emphasis on outreach in the seven emirates. In 2015, there were more than 55 major outreach events that engaged more than 38,700 Emiratis. They also distributed more than 15,200 marketing materials throughout the country and communicated with more than 1,200 high school counselors, parents, students and advisors via the EducationUSA mailing list, which they expect to double by 2017. Each year there is a large education fair in October that the embassy helps to organize, where more than 20 U.S. universities come to the UAE and participate each year. The fair has roughly 15,000 visitors over its three days.

The regional director for Education USA in Dubai has a portfolio of 19 countries, 28 centers and 32 advisors in the Near East Asia region. This past year, 103,307 students from 19 countries in the Middle East and North Africa studied in American higher education institutions, an 11.5 percent increase from 2014. They make up 10 percent of

the 974,926 international students studying in the United States. Saudi Arabia alone has 93,000 students in the U.S., the fourth largest in the world after China, India and South Korea. According to the latest IIE Open Doors Report, last year Saudi Arabian students in U.S. colleges and universities contributed \$1.7 billion to the U.S. economy. Given the large volume of students in the NEA region needing advising and support, we strongly recommend creating a second Regional NEA Director position and splitting the region between them.

SAWAB CENTER: COUNTERING VIOLENT EXTREMISM

The government of UAE has been a remarkable partner in countering violent extremism through the Sawab Center and the Hedayah CVE Center in Abu Dhabi, a center of excellence for countering violent extremism that works mainly to assist other countries in systematically addressing CVE issues. Its efforts were the first time that a coalition partner had proactively aimed to counter Da'esh's messaging. On July 7, 2015, the center started on Twitter, later on Instagram and then Facebook in spring 2016. An Emirati diplomat serves as its interim director and is supported by a small local staff and two American FSOs. A full time public relations staff also supports them.

The Sawab Center's efforts are solely focused on Da'esh and their three objectives are to create a measurable decrease in online support for the network; empower the silent majority; and support larger coalition CT efforts. The center focuses on positive messages and offering an alternative view, such as a campaign on female role models. Yet their core challenges are to combat hyperactive users that inflate the level of support for Da'esh; access the large pool of Da'esh "fan boys; access encrypted discussion platforms; and create high end publications and videos. The effort will likely continue for at least another two years and the UAE has invested considerable resources in the center, expanding its staff. ACPD believes it is exemplary for other such centers with allied partners worldwide.

GLOBAL AND LOCAL MEDIA OUTREACH

There are three kinds of press in UAE: the Emirati local news media; the pan Arab news networks, like Sky News Arabia, UK-based Sky, Middle East Broadcasting Center (MBC) and Al Arabiya; and the international press. "Media Free Zones," like Dubai's Media City and Abu Dhabi's TwoFour54, accommodates hundreds of news agencies. Freedom House has repeatedly reported the UAE's media environment as "not free." Broad and ambiguous wording of local press laws create an atmosphere of restricted speech through self-censorship; the domestic media suffers from both state and self-censorship. The global media based in the UAE avoids certain topics while reporting on their host country and normally do not investigate the ruling families and/or their business interests.

The PAS in Abu Dhabi covers local and global news media

¹ Within the UAE, there are three public universities and 75 private ones. Higher education programs are modeled on the U.S. Education system, placing a premium on critical thinking.

on the U.S.-UAE bilateral relationship. The regional media hub in Dubai, which reports to the Public Affairs Bureau in Washington and described more below, covers the pan-Arab news networks. The PAS also communicates via social media platforms (Twitter, Instagram and YouTube) and would benefit tremendously if the International Information Programs Bureau re-started its Arabic translation services, in addition to creating content on commercial issues that would cater to a Persian Gulf audiences. Extra staffing at the U.S. Embassy in Abu Dhabi is critical to stepping up social media engagement with a very tech savvy Emirati population.

REGIONAL MEDIA OUTREACH: THE DUBAI REGIONAL MEDIA HUB

Launched in September 2006, the hub was created to strengthen the U.S. government's "presence and advocacy capabilities in the region" and ensure that the 65 million Arabic-speaking audiences who tune into pan-Arab news networks hear directly from the U.S. government. Its mission is to be more consistently present on pan-Arab news networks and directly represent the Department of State's policies and priorities, while also engaging in an active dialogue with Arabic-speaking publics. In fiscal year 2015, the Dubai hub spent roughly \$749, 653.

In the last year, the hub has conducted 130 interviews with 40 outlets, averaging two to three interviews a week. The hub director messages to pan Arab audiences on different issues, helps to prepare other U.S. government officials to go on the air, and partners with Embassies in the Near East Asia region to communicate to their local audiences on cross-cutting regional and global issues. The U.S. Military Central Command, based in Tampa, Florida and the spokesperson for the Combined Joint Task Force overseeing anti-Daesh military operations in Baghdad, Iraq also work with the hub to help with messaging as the pan-Arab network audiences are very interested in details of U.S. military operations in the region.

The director position requires a very talented spokesperson with the highest fluency in Arabic. In addition to engaging the press, s/he also conducts trainings twice a year for other spokespeople, which take place at the Middle East

Broadcasting Network's Al Hurra studios in Dubai. They train State Department spokespeople through the region who engage with local networks. The embassies pay for their flights and the hub absorb their costs once they are in Dubai. The hub also has supported NEA-led training for foreign government spokespeople who represent the coalition to counter Daesh, which is an excellent diplomacy measure to build unity between purpose.

In addition to engaging directly with the news media, the hub also works through Twitter, Facebook and YouTube platforms and creates content through a local contractor, which works as the hub's creative office for visuals—i.e. infographics, videos, animations—to digitally distribute. The hub approves all content and spends \$164,000 a year on the contract. The content has a ripple effect in the sense that the embassies also relay the global foreign policy messages and retweet it. With nearly half a million followers, the @USAbilAraby Twitter account is the most popular foreign-language social media account representing the U.S. government worldwide. With nearly half a million followers, the @USAbilAraby Twitter account is the most popular foreign-language social media account representing the U.S. government worldwide.

The hub is hoping to increase its level of audience research for more targeted, data-driven and efficient engagement, which ACPD strongly supports. Audience market research provides the level of granularity that they need to create a strategic outreach plan and the hub needs consistent detailed audience research on the various media networks in the region. This research is of value beyond the hub and can support the embassy PAOs in the region. It would be best to do this research locally, using an agency that can understand the local context. This helps the spokespeople tailor their messages to the various audiences. This cost will be at least \$50,000, which is currently about 15 percent of their budget. We therefore recommend that additional funds be resourced to support greater audience research for more strategic planning.

OFFICIAL AND UNOFFICIAL AMERICAN SPACES:

There are three official American Spaces in UAE: two in Al Ain, and one in Al Hosn. New York University's Abu Dhabi campus also provides an unofficial platform for embassy cultural and educational programming. The embassy has created a strong partnership with NYU in Abu Dhabi, which graduated its first class on May 25, 2014 and moved into its new campus in summer 2014. It caters to roughly 1,200 undergraduates, with a goal of raising it to 2,200 by 2020. The student body represents more than 70 nationalities. The campus places a high emphasis on the arts, engineering and policy, encouraging the students to build an interdisciplinary experience touching all three. In addition to NYU, the Cleveland Clinic Abu Dhabi, the largest American branded hospital outside of the United States, opened in early 2015; Guggenheim Abu Dhabi is expected to be the largest Guggenheim in the world and will be completed in 2017. NYU, the Cleveland Clinic and Guggenheim are largely acknowledged to be additional soft power assets in the country and the region, providing opportunities for greater engagement.

